



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

## APPENDIX A

### Research Interview

#### Interview

#### Chief officers and staffs of the Royal Project

##### Research

**“The Lesson Learned from the Success of the Royal Project to the Development of  
Royal Project Extended Areas in Thailand”**

**Answering purpose :** To studying the successful operational model of the Royal Project in  
highland development.

##### Interviewer

Name.....Surname.....

##### The Royal Project’s success lessons:

Specialist experts, Research, Knowledge, Policies, Methods and Strategy  
Management, Operation format in the high land development, Support mechanisms,  
Learning center, Operation tooling.

Copyright© by Chiang Mai University  
All rights reserved

### **Section 1 The general data**

1.1 Gender ☐ Male ☐ Female

1.2 Age.....

1.3 Education

☐ Bachelor Degree Faculty.....major.....

☐ Master Degree Faculty.....major.....

☐ Doctor Degree Faculty.....major.....

☐ Others.....Faculty.....major.....

1.4 Working experience form other agency..... year

1.5 Working experience at the Royal Project development center..... year

1.6 Working experience as Chief Officer.....year

1.7 Specialist.....

1.8 Do you think that the successful lessons of Royal Projects includes? (Can Select more than 1 with priorities.)

☐ Specialist experts

☐ Research

☐ Knowledge

☐ Policies

☐ Methods and Strategy Management

☐ Operation format in the high land development

☐ Support mechanisms

☐ Learning center

☐ Operation tooling

☐ Others (if any).....

**Section 2 Interview about the successful of highland development by the Royal Project that can be taken as a lesson in the development of other high areas (Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
<b>1.</b>	<b>Operation Process</b>					
	1.1 Integrated operations within the organization.					
	1.2 Integrated operations with outside agencies.					
	1.3 Operations in a systematic					
	1.4 Operations team					
	1.5 Continuity of operations					
	1.6 There are clear regulations in practice.					
	1 . 7 Right man posting with the job					
	1 . 8 Working with the command line					
	1.9 Fully support factors					
<b>2.</b>	<b>Operation Plan</b>					
	2.1 Operational plans are set in advance.					
	2.2 There are plans following National Economic and Social Development plan					
	2.3 Plan of the involvement by the citizens and agencies in the area.					
	2.4 Integrated plans with outside agencies					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
	2.5 Implementation plan can be practical.					
	2.6 Flexible plans that can be adjusted according to the situation occurred.					
<b>3.</b>	<b>Operation Manner</b>					
	3.1 Conducting applied research					
	3.2 External agencies to support the operations.					
	3.3 The social work					
	3.4 Operations with community participation.					
	3.5 Work covers the entire system (Production, Packaging, Marketing or Distribution).					
	3.6 Quality and product standards control					
	3.7 Operation modify with quickly and timely					
	3.8 Contact the co-operation with foreign agencies.					
<b>4.</b>	<b>Staffs</b>					
	<b>4.1 Central Officer</b>					
	1) Operations in a systematic					
	2) Dedicated to the work					
	3) Expertise in the work					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
	4) A plan for practitioners in the area.					
	5) Sanity in service and support operations to the staffs in the area.					
	6) Systems are developed to achieve more efficient operation.					
	7) Support staffs to increase their knowledge in the operation area.					
	8) Regulation adjustment in order to achieve streamlined operations.					
	<b>4.2 Operational Staffs</b>					
	1) The fundamentals agriculture knowledge can issue to farmers					
	2) Expertise in operations in the area.					
	3) Has specialized knowledge.					
	4) Dedicated to the work					
	5) Willing to assist with villagers at all times.					
	6) Industrious					
	7) Well incomprehensible to people in the area					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
	8) Experienced in operating on highland area for a long period.					
	9) Adapt to unincorporated area					
	10) Enthusiastic and self development					
<b>5.</b>	<b>Organization value and culture</b>					
	5.1 Patriotic organization personnel					
	5.2 Dedicated to the work					
	5.3 Work in a harmonious mutual aid.					
	5.4 Commanding obedience					
	5.5 Do a thankless job					
	5.6 Work with honesty					
	5.7 Creativity to achieve new jobs.					
	5.8 Listen to each other					
	5.9 Work for the country and the people on highland area.					
	5.10 Indomitable obstacles					
	5.11 Do for common interest					
<b>6.</b>	<b>Farmers in the area</b>					
	6.1 There is a need for agencies to assist in the development					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
	6.2 Ready to open to learning new things.					
	6.3 Farmers cooperate					
	6.4 Farmers' confidence to the staff					
<b>7.</b>	<b>The potential of the area</b>					
	7.1 Climate appropriate to the operations.					
	7.2 The terrain is suitable to do the operations					
	7.3 Contributing to the development of cultural traditions.					
<b>8.</b>	<b>Personnel / organization" that affect the to the success of the Royal Project</b>					
	8.1 H.M. the King					
	8.2 H.S.H. Prince Bhisatej Rajani					
	8.3 The Royal Project board					
	8.4 Volunteers from outside agencies					
	8.5 Center staffs					
	8.6 Researchers					
	8.7 Support from the Officers					
	8.8 Marketing					
	8.9 Packaging					
	8.10 Crop Protection Center					



9. Do you think it's important to make the implementation of projects successfully is (sort of important).

.....  
.....  
.....  
.....

10. Apart from the issues mentioned above. Do you think that the Royal Project are operating in ways that cause success in developing highland area?

.....  
.....  
.....

**Section 3 Interview about the implementation of the Royal Project success to the Extended Project.**

1. Do you think that the lessons of success of Royal Projects can be extended to other high areas or not.

- ☐ Very high      ☐ High      ☐ Moderate  
☐ Low      ☐ Very low

2. The Royal Project are bringing success lessons to The Extended Project area or not

.....  
.....  
.....

3. Other suggestion (if any)

.....  
.....  
.....  
.....  
.....

Thank you

## **Interview**

### **The Royal Project farmers**

#### **Research**

**“The Lesson Learned from the Success of the Royal Project to the Development of  
Royal Project Extended Areas in Thailand”**

**Answering purpose ;** To studying the successful operational model of the Royal Project in  
highland development.

#### **Interviewee**

Name.....Surname.....Tribe.....

Center/Station.....

#### **The Royal Project**

#### **Interviewer**

Name.....Surname.....

#### **The Royal Project’s success lessons:**

Specialist experts, Research, Knowledge, Policies, Methods and Strategy  
Management, Operation format in the high land development, Support  
mechanisms, Learning center, Operation tooling.

**Section 1 The general data**

1.1 Gender ☐ Male ☐ Female

1.2 Age.....year

1.3 Number of farmer in household.....

1.4 Children number.....person

(1) ..... Education.....

(2) ..... Education.....

(3) ..... Education.....

1.5 The Royal Project member ☐ yes ☐ no

1.6 Career.....

1.7 Family income...../month

1.8 Dept.....Baht

1.9 Holding assets

☐ Television..... set

☐ Refrigerator ..... set

☐ Motorcycle.....

☐ Car .....car

☐ Mobile phone..... set

1.10 Number of Land holdings.....Rais

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Section 2 Interview about the operation model in promoting the knowledge to the farmers in the Royal Project Development Center. (Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
1.	<b>Promoted quantity</b> (Frequent of promoting 5 = High > 1 5 times 4 = 12-15 times 3= 8-11 times 2= 4-7 times 1= 0-3)					
	1) Training					
	2) Study trip					
	3) Demonstration plots					
	4) Campaign					
	5) Community forum					
	6) Consultation / visit.					
	7) Others (if any).....					
2.	<b>Support / Facilities.</b>					
	1) Operation areas / space for rent / house for rent.					
	2) Equipment rental / loan					
	3) Distribution of fertilizers / pesticides / seeds.					
	4) The purchase of goods and agricultural products					
	5) Product quality development					
	6) Others (if any).....					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
3.	<b>Quality of officers in the Royal Project</b>					
	1) Agricultural expertise appropriate to provide knowledge to the farmers.					
	2) Understand the real problems and conditions					
	3) Working with people in the area.					
	4) Consistency and continuity of operations.					
	5) Willing to serve.					
	6) The adequacy of staffs for service.					
	7) Others (if any).....					

**Section 3 Interview about the knowledge that farmers are receiving by the supporting from the Royal Project Development Center. ( Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
1.	<b>Career</b>					
	1) Vegetables					
	2) Fruits					
	3) Flowering plants					
	4) Farm products					
	5) Tea					
	6) Coffee					
	7) Herbs					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
	8) Organic					
	9) Preparation of fertilizer					
	10) Husbandry					
	11) Traveling					
	12) Craft					
	13) Others (if any).....					
<b>2.</b>	<b>Social</b>					
	1) Integration to community development					
	2) Culture conservation					
	3) Understanding of drug penalty					
	4) Health secure					
	5) Family Planning					
	6) Community Plan					
	7) Others (if any).....					
<b>3.</b>	<b>Environment</b>					
	1) Watershed Conservation					
	2) Community forestry					
	3) Living with forest					
	4) Vetiver planting					
	5) Reforestation three with four benefits.					
	6) Others (if any).....					

**Section 4 Interview about the operation of the Royal Project Development Center for the farmers in the area. (Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
<b>1.</b>	<b>Economic</b>					
	1) Increasing income					
	2) Increasing assets					
	3) Reduced debt					
	4) Others (if any).....					
<b>2.</b>	<b>Social</b>					
	1) Get better education					
	2) Better health care					
	3) Reduced drug					
	4) The increase of population decline.					
	5) Integration to community development increased.					
	6) The conservation of cultural heritage increased.					
	7) Improved infrastructure such as roads, electricity, and water.					
	8) Others (if any).....					
<b>3.</b>	<b>Environment</b>					
	1) Forest encroachment reduction					
	2) Increased watershed Conservation					
	3) The destruction of topsoil reduced					
	4) The use of chemicals in agriculture decreased					
	5) Others (if any).....					

4. Do you think that the Royal Project operation in your community to have changed or not?

.....

.....

.....

.....

5. Do you think there should be the Royal Project operations in the others highland ?

.....

.....

.....

.....

6. Other suggestions

.....

.....

.....

.....

.....

Thank you

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved



## **Interview**

### **The Royal Project Extended staff**

#### **Research**

**“The Lesson Learned from the Success of the Royal Project to the Development of  
Royal Project Extended Areas in Thailand”**

#### **Answering purpose:**

- 1) To studying the application of the Royal Project’s successful lessons implemented within the Extended Project areas.
- 2) To monitoring the progress of its successful lessons applied within the Extended Project areas.
- 3) To finding problems, obstacles and suggestions derived from its implementation within the Extended Project areas.

#### **Interviewer**

Name.....Surname.....

#### **The Royal Project’s success lessons:**

Specialist experts, Research, Knowledge, Policies, Methods and Strategy  
Management, Operation format in the high land development, Support  
mechanisms, Learning center, Operation tooling.

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Section 1 The general data**

1.1 Gender ☐ Male ☐ Female

1.2 Age.....

1.3 Education

☐ Bachelor Degree Faculty.....major.....

☐ Master Degree Faculty.....major.....

☐ Doctor Degree Faculty.....major.....

☐ Others..... Faculty.....major.....

1.4 Working experience form other agency..... year

1.5 Working experience at Highland Research and Development Institute (Public Organization)..... year

1.6 Working experience in The Extended Project staff.....year

1.7 Specialist.....

1.8 What is the meaning of the Royal Project success lesson?

.....  
.....  
.....

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Section 2 Interview about the operation model in promoting the knowledge to the farmers in the Extended Project.**

1. Do you think the successful lessons of Royal Projects can be used to in development that you areas?

.....

.....

.....

.....

2. How do you learn the success lessons from the Royal Projects?

- ☐ Training ☐ Study trip ☐ Self learning  
☐ Advice from staffs of the Royal Project ☐ Others.....

3. Do you think that success lessons of the Royal Project includes?. (select more than one and priority)

- ☐ Research ☐ Knowledge  
☐ Expertise ☐ Operation format in the high land development  
☐ Learning center ☐ Highland development method  
☐ Operation tooling ☐ Others .....

4. What are the criteria for the selection of the lessons of successful from the Royal Projects implemented in The Extended Project? (select more than one and priority)

- ☐ Characteristics of the area (slope, soil conditions) ☐ Height  
☐ Climate ☐ Water volume  
☐ The distance from the city ☐ Size of area  
☐ Tribes ☐ Traditional lifestyle  
☐ Local plants ☐ Traditional economic crops  
☐ Needs of farmers ☐ Others (if any).....

5. Do you think The Extended Project is implemented the lessons of success from the Royal Project for your areas?

1) Research

.....

.....

.....

2) Knowledge

.....

.....

.....

3) Expertise

.....

.....

.....

4) Learning center

.....

.....

.....

5) Highland development method

.....

.....

.....

6) Operation tooling

.....

.....

.....

7) Support mechanism

.....

.....

.....

8) Others (if any)

.....

.....

.....

6. Do you have a policy and action plan to bring the lessons of successful projects implemented in the Extended Project?

.....

.....

.....

7. Which operations you bringing lessons of success from the Royal Project to development in your area?

.....

.....

.....

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Section 3 Interview about the progressive of the implementation of the Royal Project's success lesson to the Extended Project.** (Anything on the fact the most.) (Please read the column on the left, and then make comments about the progress on the various levels.)

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
1.	<b>Economic</b>					
	1) Family income					
	2) Farmers can reduce production costs.					
	3) Household debt reduced.					
	4) Increased savings					
	5) Increased properties					
	6) Others.....					
2.	<b>Social</b>					
	1) Increasing integration					
	2) Reduced drug problems					
	3) Study increasing					
	4) The community health improvement.					
	5) Fundamentals improvemen.					
	6) Others.....					
3.	<b>Environment</b>					
	1) Soil erosion reduced.					
	2) Soil quality suitable for cropping.					
	3) Enough water for farming.					
	4) Caring for the forest					
	5) Waste management in the Community					
	6) Others.....					

**Section 4 The problem, obstacles and suggestions on the implementation of the Royal Project's success lesson to the Extended Project.**

- 1. From which take a lesson from the success of the Royal Project deployment in The Extended Project with obstacles to happen or not. And suggestions for further implementation.**

.....

.....

.....

- 2. Other suggestions.**

.....

.....

.....

Thank you

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Interview**  
**The farmers in the Extended Project**

**Research**

**“The Lesson Learned from the Success of the Royal Project to the Development of  
Royal Project Extended Areas in Thailand”**

**Answering purpose:**

- 1) To studying the application of the Royal Project’s successful lessons implemented within the Extended Project areas.
- 2) To monitoring the progress of its successful lessons applied within the Extended Project areas.
- 3) To finding problems, obstacles and suggestions derived from its implementation within the Extended Project areas.

**Interviewee**

Name.....Surname.....Tribe.....

The Royal Project Extended .....

**Interviewer**

Name.....Surname.....

**The Royal Project’s success lessons:**

Specialist experts, Research, Knowledge, Policies, Methods and Strategy Management, Operation format in the high land development, Support mechanisms, Learning center, Operation tooling.



**Section 1 The general data**

1.1 Gender ☐ Male ☐ Female

1.2 Age.....year

1.3 Number of the farmers in household.....

1.4 Children number.....person

(1) ..... Education.....

(2) ..... Education.....

(3) ..... Education.....

1.9 Career.....

1.10 Family income...../month

1.11 Dept.....Baht

1.9 Holding assets

☐ Television..... set

☐ Refrigerator ..... set

☐ Motorcycle.....

☐ Car .....car

☐ Mobile phone..... set

1.10 Number of Land holdings.....Rais

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Section 2 Interview the operation model in promoting the knowledge to the farmers in the Extended Project. (Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
<b>1.</b>	<b>Promoted quantity</b> ( Frequent of promoting 5= High > 15 times 4 = 12-15 times 3= 8-11 times 2= 4-7 times 1= 0-3)					
	1) Training					
	2) Study trip					
	3) Demonstration plots					
	4) Campaign					
	5) Community forum					
	6) Consultation / visit.					
	7) Others (if any).....					
<b>2.</b>	<b>Support / Facilities.</b>					
	1) Operation areas / space for rent / house for rent.					
	2) Equipment rental / loan					
	3) Distribution of fertilizers / pesticides / seeds.					
	4) The purchase of goods and agricultural products					
	5) Product quality development					
	6) Others (if any).....					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
<b>3.</b>	<b>Quality of officers in the Extend of Royal Project</b>					
	1) Agricultural expertise appropriate to provide knowledge to the farmers.					
	2) Understand the real problems and conditions					
	3) Working with people in the area.					
	4) Consistency and continuity of operations.					
	5) Willing to serve.					
	6) The adequacy of staffs for service.					
	7) Others (if any).....					

**Section 3 Interview about the knowledge that farmers are receiving by the promoting from the Extended Project. (Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
<b>1.</b>	<b>Career</b>					
	1) Vegetables					
	2) Fruits					
	3) Flowering plants					
	4) Farm products					
	5) Tea					
	6) Coffee					
	7) Herbs					
	8) Organic					

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
	9) Preparation of fertilizer					
	10) Husbandry					
	11) Traveling					
	12) Craft					
	13) Others (if any).....					
<b>2.</b>	<b>Social</b>					
	1) Integration to community development					
	2) Culture conservation					
	3) Understanding of drug penalty					
	4) Health secure					
	5) Family Planning					
	6) Community Plan					
	7) Others (if any).....					
<b>3.</b>	<b>Environment</b>					
	1) Watershed Conservation					
	2) Community forestry					
	3) Living with forest					
	4) Vetiver planting					
	5) Reforestation three with four benefits.					
	6) Others (if any).....					

**Section 4 Interview about the operation result of the Extended Project for the farmers in the area. (Anything on the fact the most.)**

No.	Subject	Very high (5)	High (4)	Moderate (3)	Low (2)	Very low (1)
<b>1.</b>	<b>Economic</b>					
	1) Increasing income					
	2) Increasing assets					
	3) Reduced debt					
	4) Others (if any).....					
<b>2.</b>	<b>Social</b>					
	1) Get better education					
	2) Better health care					
	3) Reduced drug					
	4) The increase of population decline.					
	5) Integration to community development increased.					
	6) The conservation of cultural heritage increased.					
	7) Improved infrastructure such as roads, electricity, water.					
	8) Others (if any).....					
<b>3.</b>	<b>Environment</b>					
	1) Forest encroachment reduction					
	2) Increased watershed Conservation					
	3) The destruction of topsoil reduced					
	4) The use of chemicals in agriculture decreased					
	5) Others (if any).....					

**4. What is happen when the Extended project operation in your areas? Do you like or not?**

.....

.....

.....

.....

**5. Problems and Suggestions from encourage farmers between officials and farmers in the area.**

.....

.....

.....

**6. Other suggestions (if any)**

.....

.....

.....

Thank you

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

## APPENDICE B

### Reliability Analysis

#### Reliability of Interview

##### chief officers and staffs of the Royal Project Part 2

(Queries about the model operation, succeed in a highly developed area of the capital that can be taken as a lesson in the development of other high areas.)

#### RELIABILITY ANALYSIS - SCALE (ALPHA)

##### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
B1.1	280.0000	478.7143	.0499	.9385
B1.2	280.0667	467.9238	.3104	.9375
B1.3	280.2667	463.4952	.4779	.9364
B1.4	280.2000	467.1714	.3397	.9373
B1.5	280.0000	485.8571	-.1980	.9396
B1.6	280.2000	473.4571	.1521	.9386
B1.7	280.4667	460.5524	.5400	.9361
B1.8	280.3333	473.6667	.1170	.9394
B1.9	280.4667	459.2667	.4154	.9371
B2.1	279.6667	463.2381	.6381	.9358
B2.2	280.2667	476.3524	.2007	.9376
B2.3	279.9333	446.3524	.7597	.9344
B2.4	280.2000	465.8857	.4212	.9367
B2.5	280.0000	474.4286	.1692	.9381
B2.6	279.8000	468.8857	.3835	.9369
B3.1	279.8000	463.3143	.4995	.9363
B3.2	280.2000	462.8857	.5126	.9362
B3.3	279.4000	484.5429	-.1570	.9393
B3.4	279.6667	468.0952	.4529	.9366
B3.5	279.4667	487.4095	-.3116	.9395
B3.6	279.3333	481.5238	-.0556	.9385

# RELIABILITY ANALYSIS - SCALE (ALPHA)

## Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
B3.7	280.1333	464.5524	.7076	.9358
B3.8	280.6000	474.8286	.1401	.9384
B4.1.1	280.0000	464.8571	.6694	.9359
B4.1.2	280.2000	461.4571	.4961	.9363
B4.1.3	279.8000	464.0286	.5522	.9361
B4.1.4	280.2667	464.4952	.6145	.9360
B4.1.5	280.0667	456.7810	.6781	.9353
B4.1.6	279.9333	458.7810	.7064	.9353
B4.1.7	279.8667	466.6952	.4149	.9368
B4.1.8	280.2000	466.3143	.4082	.9368
B4.2.1	280.1333	468.6952	.4138	.9368
B4.2.2	279.9333	471.0667	.2557	.9377
B4.2.3	279.8667	468.1238	.4347	.9367
B4.2.4	279.6000	468.5429	.4247	.9368
B4.2.5	279.5333	469.4095	.3878	.9369
B4.2.6	279.8667	464.9810	.4692	.9365
B4.2.7	279.4667	469.6952	.3773	.9370
B4.2.8	280.2000	477.4571	.0630	.9389
B4.2.9	279.8000	465.7429	.5998	.9361
B4.2.10	279.7333	462.4952	.5808	.9359
B5.1	279.6667	463.3810	.5349	.9362
B5.2	279.6000	463.1143	.6266	.9358
B5.3	279.7333	465.9238	.4062	.9368
B5.4	279.8667	465.8381	.5185	.9363
B5.5	279.4667	473.5524	.2373	.9376
B5.6	279.4000	467.2571	.5956	.9362
B5.7	279.5333	466.1238	.6360	.9361
B5.8	279.8667	460.5524	.6102	.9357
B5.9	279.4000	472.4000	.2827	.9374
B5.10	279.9333	462.7810	.4474	.9366
B5.11	279.6667	463.6667	.6216	.9359
B6.1	279.8000	473.3143	.2846	.9374
B6.2	280.1333	469.8381	.4675	.9367
B6.3	280.0000	464.2857	.5621	.9361
B6.4	280.0000	463.0000	.7515	.9356
B7.1	279.8667	480.5524	-.0164	.9390
B7.2	280.0667	472.3524	.2183	.9379



## RELIABILITY ANALYSIS - SCALE (ALPHA)

### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
B7.3	279.8000	463.8857	.5572	.9361
B8.1	279.0667	481.4952	-.0874	.9382
B8.2	279.1333	477.8381	.1696	.9377
B8.3	279.8000	459.4571	.7127	.9353
B8.4	279.8667	461.5524	.5115	.9362
B8.5	279.4667	472.6952	.3389	.9372
B8.6	279.9333	446.9238	.8052	.9342
B8.7	280.0667	457.7810	.5317	.9361
B8.8	280.0000	452.2857	.6965	.9350
B8.9	280.0667	452.4952	.6640	.9352
B8.10	279.8667	458.4095	.6790	.9354

### Reliability Coefficients

N of Cases = 15.0

N of Items = 69

Alpha = .9377

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

**Reliability of Interview**  
**The Royal Project farmers Part 2**  
**(Queries about the format operation in promoting the knowledge**  
**farmers Royal Project.)**

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
B1.1	58.6000	190.9333	.7706	.9038
B1.2	59.5000	181.6111	.6134	.9088
B1.3	60.7000	212.0111	.0542	.9241
B1.4	58.8000	187.2889	.7490	.9034
B1.5	59.7000	178.0111	.6346	.9088
B1.6	58.6000	180.0444	.8630	.8992
B2.1	61.4000	213.8222	.0582	.9194
B2.2	59.3000	180.4556	.6582	.9067
B2.3	60.1000	197.6556	.2858	.9216
B2.4	58.3000	193.3444	.8181	.9039
B2.5	58.2000	199.0667	.8537	.9062
B3.1	58.4000	196.9333	.7924	.9056
B3.2	58.6000	191.8222	.8218	.9033
B3.3	58.4000	195.6000	.8517	.9045
B3.4	58.7000	192.2333	.7522	.9045
B3.5	58.5000	191.3889	.8150	.9032
B3.6	59.0000	194.2222	.6601	.9065

Reliability Coefficients

N of Cases = 10.0

N of Items = 17

Alpha = .9130

**Reliability of Interview**  
**The Royal Project farmers Part 3**  
**(Queries about the Knowledge that farmers are receiving for promotion from the**  
**Royal Project.)**

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
C1.1	71.1000	262.1000	.5106	.9254
C1.2	71.7000	254.4556	.7254	.9225
C1.3	73.5000	277.6111	-.1022	.9370
C1.4	71.5000	242.2778	.7392	.9208
C1.5	74.2000	274.8444	.0000	.9290
C1.6	72.9000	240.9889	.6454	.9230
C1.7	73.5000	265.8333	.2284	.9294
C1.8	71.8000	237.0667	.8116	.9192
C1.9	71.7000	237.5667	.7969	.9195
C1.10	72.3000	244.4556	.6654	.9223
C1.11	72.7000	262.0111	.2322	.9314
C1.12	72.4000	265.1556	.1855	.9315
C2.1	71.5000	247.8333	.7031	.9218
C2.2	71.2000	243.9556	.8194	.9197
C2.3	71.2000	253.0667	.6964	.9225
C2.4	71.4000	246.4889	.8415	.9199
C2.5	71.4000	244.4889	.9068	.9189
C2.6	71.6000	251.8222	.6409	.9230
C3.1	71.2000	242.4000	.7954	.9199
C3.2	70.9000	256.1000	.6856	.9231
C3.3	70.9000	250.3222	.7869	.9212
C3.4	71.6000	250.7111	.6122	.9234
C3.5	72.2000	251.2889	.5564	.9244

Reliability Coefficients

N of Cases = 10.0

N of Items = 23

Alpha = .9271

**Reliability of Interview**  
**The Royal Project farmers Part 4**  
**(Queries about the operations of the Royal Project to the farmers in the area.)**

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
D1.1	50.0000	129.7778	.8143	.9648
D1.2	50.4000	130.7111	.8510	.9642
D1.3	50.6000	130.2667	.8727	.9638
D2.1	49.9000	123.2111	.8954	.9633
D2.2	49.8000	135.7333	.7665	.9661
D2.33	50.2000	130.6222	.6517	.9689
D2.4	50.4000	127.1556	.9130	.9627
D2.5	49.9000	134.9889	.7219	.9666
D2.6	50.1000	131.2111	.7148	.9669
D2.7	49.9000	130.1000	.8532	.9641
D3.1	50.4000	124.9333	.9197	.9625
D3.2	50.1000	125.8778	.8611	.9639
D3.3	50.1000	134.7667	.8834	.9646
D3.4	50.2000	131.2889	.7643	.9658

Reliability Coefficients

N of Cases = 10.0

N of Items = 14

Alpha = .9673

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
 Copyright© by Chiang Mai University  
 All rights reserved

**Reliability of Interview**  
**The Royal Project Extended staff Part 3**

(The progress of the The Royal Project Extended operation.)

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
SEX	54.5000	59.1667	.0000	.9260
C1.1	52.0000	49.3333	.9396	.9078
C1.2	52.2000	49.0667	.8169	.9108
C1.3	52.0000	50.6667	.7947	.9121
C1.4	52.0000	48.0000	.8870	.9082
C1.5	52.2000	50.8444	.6511	.9164
C2.1	51.6000	52.7111	.5517	.9192
C2.2	51.8000	50.8444	.6511	.9164
C2.3	51.6000	53.1556	.5081	.9205
C2.4	51.7000	51.3444	.8189	.9121
C2.5	51.3000	54.6778	.6914	.9175
C3.1	51.8000	54.8444	.5715	.9190
C3.2	51.8000	57.5111	.1941	.9261
C3.3	51.9000	50.9889	.5251	.9222
C3.4	52.1000	53.4333	.5130	.9201
C3.5	52.0000	49.7778	.7227	.9141

Reliability Coefficients

N of Cases = 10.0

N of Items = 16

Alpha = .9218

**Reliability of Interview**  
**The farmers in The Royal Project Extended Part 2**  
**(Queries about the format operation in promoting the knowledge of farmers in**  
**The Royal Project Extended.)**

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
B1.1	58.6000	190.9333	.7706	.9038
B1.2	59.5000	181.6111	.6134	.9088
B1.3	60.7000	212.0111	.0542	.9241
B1.4	58.8000	187.2889	.7490	.9034
B1.5	59.7000	178.0111	.6346	.9088
B1.6	58.6000	180.0444	.8630	.8992
B2.1	61.4000	213.8222	.0582	.9194
B2.2	59.3000	180.4556	.6582	.9067
B2.3	60.1000	197.6556	.2858	.9216
B2.4	58.3000	193.3444	.8181	.9039
B2.5	58.2000	199.0667	.8537	.9062
B3.1	58.4000	196.9333	.7924	.9056
B3.2	58.6000	191.8222	.8218	.9033
B3.3	58.4000	195.6000	.8517	.9045
B3.4	58.7000	192.2333	.7522	.9045
B3.5	58.5000	191.3889	.8150	.9032
B3.6	59.0000	194.2222	.6601	.9065

Reliability Coefficients

N of Cases = 10.0

N of Items = 17

Alpha = .9381

**Reliability of Interview**  
**The farmers in The Royal Project Extended Part 3**  
**(Queries about the Knowledge that farmers are receiving from the promotion of**  
**the The Royal Project Extended.)**

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
C1.1	71.1000	262.1000	.5106	.8254
C1.2	71.7000	254.4556	.7254	.8225
C1.3	73.5000	277.6111	-.1022	.8370
C1.4	71.5000	242.2778	.7392	.8208
C1.5	74.2000	274.8444	.0000	.8290
C1.6	72.9000	240.9889	.6454	.8230
C1.7	73.5000	265.8333	.2284	.8294
C1.8	71.8000	237.0667	.8116	.8192
C1.9	71.7000	237.5667	.7969	.8195
C1.10	72.3000	244.4556	.6654	.8223
C1.11	72.7000	262.0111	.2322	.9314
C1.12	72.4000	265.1556	.1855	.9315
C2.1	71.5000	247.8333	.7031	.9218
C2.2	71.2000	243.9556	.8194	.9197
C2.3	71.2000	253.0667	.6964	.9225
C2.4	71.4000	246.4889	.8415	.9199
C2.5	71.4000	244.4889	.9068	.8189
C2.6	71.6000	251.8222	.6409	.8230
C3.1	71.2000	242.4000	.7954	.8199
C3.2	70.9000	256.1000	.6856	.9231
C3.3	70.9000	250.3222	.7869	.9212
C3.4	71.6000	250.7111	.6122	.9234
C3.5	72.2000	251.2889	.5564	.9244

Reliability Coefficients

N of Cases = 10.0

N of Items = 23

Alpha = .8711

**Reliability of Interview**  
**The farmers in the The Royal Project Extended Part 4**  
**(Queries about the implementation of the The Royal Project Extended to the**  
**farmers in the area.)**

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
D1.1	48.3000	48.2333	.8485	.8294
D1.2	48.6000	50.7111	.6612	.8347
D1.3	49.0000	50.0000	.7454	.8326
D2.1	48.6000	49.6000	.6160	.8363
D2.2	48.4000	48.4889	.8307	.8599
D2.3	47.9000	47.6556	.8704	.8785
D2.4	48.1000	53.6556	.4491	.8795
D2.5	47.7000	49.7889	.6466	.8351
D2.6	47.9000	49.2111	.5770	.8383
D2.7	48.8000	54.8444	.1800	.8468
D3.1	47.5000	48.7222	.8372	.9299
D3.2	47.4000	48.0444	.8804	.8285
D3.3	47.6000	47.3778	.8349	.8994
D3.4	47.6000	45.8222	.8359	.8994

Reliability Coefficients

N of Cases = 10.0

N of Items = 14

Alpha = .8563



## CURRICULUM VITAE

<b>Name</b>	Miss Napaporn Tangtis
<b>Date of birth</b>	20 February 1981
<b>Education</b>	<b>2000</b> Graduated high school Suanboonyopatham Lamphun.
	<b>2004</b> Graduated Bachelor degree of Agriculture in Horticulture, Faculty of Agriculture, Chiang Mai University.
	<b>2006</b> Graduated Master degree of Agriculture in Agricultural Extension, Faculty of Agriculture Chiang Mai University.
<b>Working experience</b>	<b>2007</b> Work as Policy and Plan analyst, Department of Strategy and Planning, Highland Research and Development Institute (Public Organization).

